

Message Text

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ACTION EUR-12

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P 081919Z MAR 78
FM AMEMBASSY MOSCOW
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 8759
AMEMBASSY VIENNA
AMCONSUL LENINGRAD

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C O R R E C T E D C O P Y (TEXT PARA 1 SUB PARA(E) FEBRUARY 21)

USDOC FOR BEWT/TPD (THOMPSON, ROBB)

VIENNA FOR VONTILLIUS

E.O. 11652: N/A
TAGS: BEXP, UR
SUBJECT: CARDIOLOGY '78 - S/ME FINAL REPORT

SUMMARY: CARDIOLOGY S/ME WAS A SUCCESS IN TERMS OF IMMEDIATE SALES WHICH TOTALLED \$460,000. IN OTHER AREAS, HOWEVER, PROBLEMS WERE BROUGHT TO SURFACE DURING EVENT WHICH MUST BE RESOLVED IN PLANNING FUTURE S/ME'S. AUDIENCE LEVEL WAS LOWEST IN RECENT MEMORY, REACHING ONLY 258 FOR TWELVE SEMINAR PRESENTATIONS.

1. RESULTS AS OF COB MARCH 1:

(A) CARDIOLOGY '78 SEMINAR/MINI-EXHIBIT

(B) U.S. COMMERCIAL OFFICE, MOSCOW, FEBRUARY 20-24, 1978
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(C) AGENTS APPOINTED -0-, UNDER NEGOTIATION -0-
(D) FLOOR SALES - \$460,000 -, 12 MONTH PROJECTION - \$3,600,000.

(E) NUMBER OF REGISTERED VISITORS -0-
ATTENDEES BY PRESENTATION: AS IS CUSTOMARY, THESE FOUR TIMES DAILY COUNTS MAY INVOLVE COUNTING THE SAME INDIVI-

DUAL MORE THAN ONCE. ALSO THE SAME INDIVIDUAL MAY ATTEND ON MORE THAN ONE DAY.

FEBRUARY 21

10:15	54
11:30	32
14:30	20
16:00	20
-	126

FEBRUARY 22

10:00	41
11:00	16
14:30	18
16:00	11
-	86

FEBRUARY 23

10:00	6
11:30	6
14:30	17
16:00	17
-	46

TOTAL 258

(F) TOTAL NUMBER OF PARTICIPANTS:

10 PA'S FOR 10 COMPANIES

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NEW-TO-MARKET: 4

OLD-TO-MARKET: 6

FULLY ACHIEVING OBJECTIVE: 4

PARTIALLY ACHIEVING OBJECTIVE: 6

2. HIGHLIGHTS: ACCORDING TO USCO RECORDS, FLOOR SALES OF \$460,000 WERE HIGHEST OF ANY S/ME HELD THUS FAR, AND MAJORITY OF THESE SALES WERE NOT PRENEGOTIATED. ONLY \$160,000, HOWEVER, WAS SOLD FOR MEDICAL END-USE. REMAINDER OF OFF-FLOOR SALES WERE REPORTEDLY INTENDED FOR USE IN AREAS SUCH AS WATER POLLUTION MONITORING. SEMINAR CHAIRMAN HARMISON WAS RELATIVELY SATISFIED WITH TECHNICAL LEVEL OF SEMINAR PAPER AND ATTENDEES AUDIENCE QUESTIONS. AND, ALTHOUGH ATTENDANCE WAS LOW, THERE WAS A GREAT DEAL OF ACTIVITY AT BOOTHS AND IN OFFICES.

3. IN ADDITION TO MOSCOW VISITORS, SEVERAL PEOPLE CAME IN FROM KIEV AND LENINGRAD. MIN OF HEALTH REPRESENTATIVE FROM KIEV EXPRESSED MINISTRY'S DESIRE POSSIBLY TO HOST ANOTHER S/ME ON SAME THEME IN KIEV. AREAS OF INTEREST HE MENTIONED WERE DIAGNOSTICS, ECHOCARDIOGRAPHY, ARTERIAL VALVE TECHNOLOGY, TRANSPLANT TECHNOLOGY. WE WERE TOLD THAT THERE ARE EIGHT (8) CARDIOLOGICAL INSTITUTES IN KIEV

AREA WHICH WOULD WELCOME SUCH AN EVENT.

4. COMMENTS: DESPITE LARGE AMOUNT OF SALES DIRECTLY ATTRIBUTABLE TO S/ME, THERE WERE PROBLEMS:

(A) ATTENDANCE - MOST U.S. FIRM PARTICIPANTS WERE NOT SATISFIED WITH QUALITY AND QUANTITY OF THEIR AUDIENCES. THIS PROBLEM WAS DIRECTLY RELATED TO (1) CONCURRENT SESSION OF ANOTHER CARDIOLOGY SYMPOSIUM REPORTEDLY HELD IN SARATOV, AND (2) LACK OF MIN HEALTH COOPERATION. SARATOV SYMPOSIUM WAS ATTENDED BY MAJORITY OF EXPERTS IN CARDIOLOGY FIELD. WHILE WE MAKE EVERY EFFORT TO AVOID SUCH CONFLICTS, THIS ONE TOOK US COMPLETELY BY SURPRISE AND

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WAS NOT EVEN HINTED AT DURING MEETING AT MIN HEALTH TEN DAYS PRIOR TO OUR "CARDIOLOGY S/ME". IN OUR RECOLLECTION, THIS IS FIRST TIME A DIRECT CONFLICT HAS ARISEN. IN ADDITION, WE HAVE LEARNED THAT THERE APPEARED TO BE A DEFINITE LACK OF COOPERATION ON PART OF MIN HEALTH. DURING A MEETING BETWEEN DIMES GROUP (WHICH REPRESENTED FOUR S/ME PARTICIPANTS AND HAS CLOSE ASSOCIATION WITH SOVIET MEDICAL AUTHORITIES) AND MIN HEALTH, CHUCK RUDD (V.P. DIMES) WAS TOLD BY ASSISTANT TO DEP MIN CHAZOV THAT CHAZOV HAD BEEN TOLD BY THE "POLITICAL POWERS" NOT TO SUPPORT USCO S/ME. CHAZOV WAS REPORTEDLY TOLD BY "POWERS" THAT IF MIN HEALTH WANTED TO HAVE A SEMINAR, THEN IT SHOULD BE HELD IN ONE OF MIN HEALTH'S FACILITIES. THEREFORE, ASSISTANT ADDED, CHAZOV AND HIS PEOPLE NEVER EVEN DELIVERED OUR INVITATIONS. (COMMENT: A STATEMENT SUCH AS THIS IS EXTREMELY DIFFICULT TO CONFIRM. ALTHOUGH WE BELIEVE IT TRUE THAT MOST OF SIXTY (60) INVITATIONS HAND-DELIVERED

BY COMATT TO MIN HEALTH WERE NOT IN FACT DELIVERED, REASON IS NOT CERTAIN. SINCE THIS IS FIRST TIME WE HAVE EXPERIENCED THIS PHENOMENON, WE WILL BE WATCHING NEXT S/ME EVENT (LOGGING '78) VERY CLOSELY TO SEE IF SIMILAR THINGS HAPPEN WHICH MAY INDICATE A NEW "POLICY" CONCERNING USCO'S S/ME PROGRAM. END COMMENT.) IN SOLICITING CO-SPONSORS FOR FUTURE EVENTS, USCO WILL MAKE DOUBLY SURE
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THAT SOVIETS ARE NOT PLANNING ANYTHING IN SAME AREA DURING SAME WEEK.

(B) CHAIRMEN - "CARDIOLOGY '78" S/ME CHAIRMAN, DR. LOWELL T. HARMISON, WAS NOT OVERLY ENTHUSIASTIC ABOUT HIS PARTICIPATION BECAUSE OF FOLLOWING FACTORS:
(1) LACK OF INFORMATION ABOUT S/ME REPORTEDLY RECEIVED PRIOR TO EVENT AND
(2) LACK OF TECHNICAL CONTROL OVER RECRUITMENT AND SCREENING OF PAPERS PRIOR TO PRESENTATION. SPECIFICALLY, DR. HARMISON FELT THAT IF WE ARE TO CONTINUE HAVING S/ME CHAIRMEN, PERSON SELECTED SHOULD BE GIVEN MORE RESPONSIBILITY IN AREA OF CHOOSING S/ME PARTICIPANTS. ACCORDING TO HARMISON, FIRST HE SAW OF FINAL LIST OF COMPANIES WAS UPON RECEIPT OF S/ME PROGRAM, AND AT THAT POINT HE COULD DO LITTLE ABOUT SUGGESTING CHANGES. HE WAS VERY DISAPPOINTED TO SEE THAT FROM A LIST WHICH HE PREPARED FOR BEWT/TPD CONTAINING "OVER 100" COMPANY NAMES IN FIELD OF CARDIOLOGY, ONLY "TWO" WERE FINAL PARTICIPANTS. HARMISON'S LIST WAS COMPILED, HE SAID, ONLY AFTER MANY CALLS TO EXPERTS IN FIELD. WHILE HARMISON WAS RELATIVELY SATISFIED WITH TECHNICAL LEVEL OF PRESENTATIONS, HE REPORTED THAT ONLY FIVE OF TWELVE PAPERS WERE STRICTLY ON CARDIOLOGY THEME AND REST WERE MARGINAL. ONE PAPER GIVEN BY REP FOR THERMO ELECTRON, HAD NOTHING AT ALL TO DO WITH S/ME THEME; IT COVERED ONCOLOGY. THIS PAPER HAD TO BE COMPLETELY REWRITTEN AND EVEN THEN THERMO ELECTRON SPEAKER WAS NOT QUALIFIED TO ANSWER TECHNICAL QUESTIONS ON CARDIOLOGY. USCO RECOGNIZES THAT OUR THEME SUGGESTIONS WERE GEARED TOWARDS BASIC AND CLINICAL MEDICAL RESEARCH -- BUT IN FIELD OF CARDIOLOGY, NOT GENERAL MEDICINE. HARMISON FELT THAT HE SHOULD HAVE BEEN GIVEN A SAY IN FINAL SELECTION OF COMPANIES. IN FUTURE EVENTS WHERE WE INCLUDE A CHAIRMAN,
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USCO RECOMMENDS THAT PERSON SELECTED FOR ROLE BE GIVEN MORE RESPONSIBILITY FOR SELECTION OF POTENTIAL PARTICIPANTS

BEFORE THEIR FINAL RECRUITMENT.

(C) AGENTS - WE AGAIN EXPERIENCED PROBLEMS WITH AGENT/REP BEING INVOLVED IN AN S/ME. THIS TIME QUESTION CENTERED ON STATUS OF AGENT VIS-A-VIS PRINCIPAL FIRM, I.E., WHO WAS AND WHO WAS NOT ACTUAL PARTICIPANT. ALSO, PROBLEM OF AN AGENT DISTRIBUTING LITERATURE FROM COMPANIES NOT PHYSICALLY PRESENT AROSE. AGENT IN QUESTION, CALIFORNIA INTERNATIONAL TRADING (CIT), INITIALLY COMPLAINED THAT SINCE CIT ACTUALLY PAID FEE AND SIGNED PA, THEY SHOULD BE LISTED AS PARTICIPANT, WITH THEIR PRINCIPAL, DUPONT SORVAL, RELEGATED TO STATUS OF ONE OF SEVEN COMPANIES CIT HOPED TO PROMOTE. IF USCO HAD ALLOWED THIS TO OCCUR, IT WOULD NOT HAVE BEEN FAIR TO OTHER PRINCIPAL FIRMS WHO HAD PAID ONE PARTICIPANT'S FEE FOR ONE BOOTH. IN FACT, DIMES GROUP (ALSO AN AGENT) HAD ALREADY BEEN TOLD THAT IT WOULD NOT BE ALLOWED TO DISTRIBUTE LITERATURE FOR ANY OF ITS MORE THAN TEN CLIENTS OUTSIDE OF THOSE FOUR PRINCIPALS WHICH HAD ACTUALLY PURCHASED A BOOTH, IT WOULD ALSO HAVE SET AN UNWELCOME PRECEDENT HAD WE ALLOWED CIT TO DO AS THEY REQUESTED.

5. ACTION REQUESTED - USCO THEREFORE RECOMMENDS THAT BEWT/TPD CHANGE CONDITIONS OF S/ME PARTICIPATION TO REFLECT MORE ACCURATELY DEFINITION OF PARTICIPANT AS BEING "FIRM OR COMPANY WHICH PRODUCES EQUIPMENT OR HAS DEVELOPED TECHNOLOGY ON WHICH A TECHNICAL PAPER COVERING THEME OF S/ME WILL BE PRESENTED BY QUALIFIED TECHNICAL SPECIALIST OTHER THAN ITS AGENT/REP SENT BY COMPANY FOR THIS PURPOSE." TO AVOID FUTURE CONFLICTS, USCO FURTHER RECOMMENDS THAT ONLY

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PRINCIPAL PARTICIPATING FIRM AND NOT ITS AGENT BE PERMITTED

TO SIGN PARTICIPATION AGREEMENT. IF WE ADOPT ABOVE MEASURES, THEN BY DEFINITION AGENT/REPS WILL BE EXCLUDED FROM TAKING A BOOTH (OR BOOTHS) THEMSELVES IN AN S/ME SINCE, IN MOST CASES THEY NEITHER PRODUCE EQUIPMENT NOR DEVELOP TECHNOLOGY THEMSELVES (AND THUS UNLIKELY TO BE STAFFED WITH QUALIFIED SPECIALISTS TO DELIVER REQUIRED TECHNICAL PAPERS.)

6. USDOC/BEWT COMMENTS ON SUGGESTED NEW POLICY WILL BE APPRECIATED. TOON

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